IN THE CLAIMS:

Please consider the claims as follows:

1.   (currently amended) ~~In~~ A method for generating a viewing recommendation ~~a television viewing personalization system, a method of generating recommendations,~~ comprising ~~the steps of~~:

parsing dynamically, in accordance with a set of stored processing rules, a stream of command signals generated by a control unit in response to control sequences entered into the control unit by a viewer to generate information representative of the viewer's viewing behavior, wherein the parsing comprises interpreting at least one signal from the stream of command signals based on the viewer profile;

updating dynamically a viewer profile of the viewer based on the generated information representative of the viewer's viewing behavior; and

determining, ~~from~~ based on the viewer profile ~~the generated information,~~ at least one viewing recommendation.

2.   (currently amended) ~~In a~~ A television viewing personalization system comprising: ~~including~~

~~a viewing recommendation generating module;,~~ the improvement comprising:

parsing means for parsing, in accordance with a set of stored processing rules, a stream of command signals to generate dynamic information contemporaneously representative of the viewer's viewing behavior, wherein the signals are generated by a control unit in response to control sequences entered into the control unit by a viewer ~~to generate information representative of the viewer's viewing behavior~~; and

a viewing recommendation generating module comprising:

means for dynamically determining at least one viewing recommendation based on the generated information, wherein the means for determining at least one viewing recommendation are ~~, within the viewing recommendation generating module, and~~ in communication with the parsing means ~~, for determining, from the generated information, at least one viewing recommendation~~.

3.   (new) The method of claim 1 wherein the parsing further comprises:
ignoring power events.

4.   (new) The method of claim 1 wherein the viewer profile comprises:
a surfing history of the viewer.

5.   (new) The method of claim 4 wherein the surfing history comprises:
no more than a pre-defined number of surfing channels, each surfing channel
having a corresponding total duration value, and wherein a pre-determined number of
the pre-defined number of surfing channels are designated as top surfing channels.

6.   (new) The method of claim 5 wherein the top surfing channels are the
channels having the longest total duration value, the corresponding total duration value
for each surfing channel is being calculated by combining viewer's viewing time of the
each surfing channel during a pre-defined period of time.

7.   (new) The method of claim 6 wherein a surfing channel having the total
duration value below a pre-defined threshold is removed from the surfing history.

8.   (new) The method of claim 7 wherein the parsing further comprises:
determining, according to the set of stored processing rules, a relevant viewing
event; and
if a duration of the relevant viewing event is below a pre-defined surfing
threshold, adjusting the total duration value of a surfing channel in the surfing history,
wherein the surfing channel is a channel of the relevant viewing event.

9.   (new) The method of claim 1 the parsing further comprises:
determining at least one relevant viewing event according to the set of stored
processing rules.

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10.   (new) The method of claim 9 wherein the viewer profile comprises:

a program probability score corresponding to the at least one relevant viewing event and a sum of all the program scores stored in the viewer profile equals 1.

11.   (new) The method of claim 10 wherein updating the viewer profile, comprising at least a first program probability score and a second probability score, further comprises:

adjusting the first program probability score based on a current viewing weight of correlating viewing event; and

adjusting at least the second program probability score so a sum of all program probability scores stored in the viewer profile equals 1.

12.   (new) The method of claim 9 wherein the viewer profile comprises:

at least one genre probability score corresponding to the at least one the viewing event and a sum of all the genre scores stored in the viewer profiles equals 1.

13.   (new) The method of claim 12 wherein updating the viewer profile comprising at least a first genre probability score and a second genre probability score, the method further comprising:

adjusting the first genre probability score based on a current viewing weight of correlating viewing event; and

adjusting at least the second genre probability score so a sum of all program probability scores stored in the viewer profile equals 1.

14.   (new) The method of claim 1 wherein updating the viewer profile further comprises:

deleting data about the parsed stream of command signals from a television viewing personalization system.

15.   (new) The method of claim 9 wherein updating the viewer profile further comprises:

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deleting data about the at least one relevant viewing event from a television
viewing personalization system.

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